



Docket No. 14419

UNITED STATES PATENT AND TRADEMARK OFFICE

VERIFICATION OF A TRANSLATION

I, Susan ANTHONY BA, ACIS,  
Director of RWS Group plc, of Europa House, Marsham Way, Gerrards Cross,  
Buckinghamshire, England hereby declare that:

My name and post office address are as stated below;

That the translator responsible for the attached translation is knowledgeable in the English language and in the Japanese language, and that, to the best of RWS Group plc knowledge and belief, the English translation of the marked portions of the attached Japanese document is true and complete.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: May 5, 2004

Signature :

For and on behalf of RWS Group plc

Post Office Address :

Europa House, Marsham Way,  
Gerrards Cross, Buckinghamshire,  
England.

Reason A The inventions pertaining to the claims of the application noted below cannot be granted patent rights in accordance with the provisions of Patent Act, Article 29, Paragraph 2 because, based on the inventions disclosed in the publications noted below which have been circulated within and outside Japan prior to the submission of the application or are inventions that are able to be publicly utilized using an electronic communication line, they could have been easily invented prior to the submission of the application by a person having knowledge common to the field of technology to which the inventions belong.

ITEM (Regarding cited documents etc., see the Reference  
List of Cited Documents etc.)

Claims: 1 to 6, 9 to 14 and 17

Cited documents: 1 to 3

Remarks:

Cited document 1 (see paragraphs [0013] to [0020] and [0044] to [0046]) describes an invention of "an information providing system by way of the internet by which current location information of a user is acquired, the current time and date is detected, attribute information of the user such as age, gender, interests and occupation are acquired, only information that corresponds to a specified location that approximates the

current location of the user is selectively extracted so as to select effective information at the current time and date, and information based on the attribute information of the user is selected and issued to the terminal device belonging to the user".

Although there is no specific description given in cited document 1 of "the transmission of booking request information for a service or commodity selected by a consumer in response to advertised information" or of the "computation and transmission to the business of the estimated time of arrival of the consumer at the store based on the current location of the consumer, the location of the store as indicated in the advertisement, and the current time" of the invention of the present application and it describes only, in Figure 12, an input screen that is used for making a booking (point of difference 1), because cited document 2 (see pages 264 to 265, 6.2.2 walk navigation function) describes the technology of "a booking function that, as a walk navigation function that involves the implementation of an information search on the WWW with respect to location information, when the user is on their way to a restaurant, asks in advance what will be ordered at the restaurant and, by way of a network, transmits this booking and the expected arrival time of said user to the restaurant", using the invention described in cited

document 1, the transmission of booking request information for a service or commodity selected by a consumer based on advertised information, and the computation and transmission to the business of the estimated time of arrival of the consumer at the store based on current location of the consumer, shop location as indicated in the advertisement and current time, is simple for a person skilled in the art.

In addition, because the dispatch mode by which the information is dispatched pertains to nothing more than a matter of design, and, because cited document 3 (see paragraph [0032]) describes the dispatch that involves the use of a short-mail service, using the invention described in cited document 1, the dispatch of information by electronic mail is simple for a person skilled in the art.

Claims: 7, 8, 15 and 16

Cited documents: 1 to 4

Remarks:

Although there is no specific description given in cited document 1 of "the computation of advertising effect from the advertised contracts requested of a mail-order business and the transmitted consumer booking request information and the determining of advertising fees based on this advertising effect," (point of

difference 2), as is described in cited document 4 (see lines 15-28, left-column of page 169), a technique of result remuneration-type advertising in which charges are determined by requests for materials and the conclusion of sales and the extent to which the advertising actually affects the business results is well-known wherein, using the invention described in cited document 1, the computation of the advertising effect based on the consumer booking request information and the determination of the advertising fees based on this advertising effect is simple for a person skilled in the art.

List of Cited Documents etc.

1. Japanese Unexamined Patent Application No. Heisei 11-265398
2. Katashi Nagao, Agent Augmented Reality - Integration of the Real World and Information Worlds via Agents, Information Processing, Information Processing Society of Japan, April 15 1997, Volume 38, No. 4, pages 257 to 266
3. Japanese Unexamined Patent Application No. Heisei 11-285053
4. Mutsumi Takahashi, Internet Sociology, Internet Advertising in Japan - the continuous search, INTEROP

MAGAZINE, Japan, Softbank Publishing Co., Ltd., November  
1 1999, Volume 9 No. 9, pages 168 to 171

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Record of Results of the Prior Art Documents Search

· Field searched      IPC Edition 7      G06F 17/30  
DB JICST File (JOIS)

This record of results of the prior arts documents  
search does not constitute a reason for rejection.